



The New Perfection Oil Cook-stove Suits Everybody

It suits the most exacting French chef. It suits the housewife. It is found in luxurious villas—in camps—in farms—in humble city homes. Everybody uses it; everybody likes it. It bakes, broils, roasts and toasts as well as a coal range. It is equipped with a special heating plate, and we sell the New Perfection oven, broiler, toaster, and pancake griddle.

New Perfection Oil Cook-stove

All dealers sell the stove. It is handsomely finished in nickel, with cabinet top, drop shelves, towel racks, etc. Long chimneys, enamel turquoise-blue. 1, 2 or 3 burners.

Free Cook-Book with every stove.

Cook-Book also given to anyone sending 5 cents to cover mailing cost.



STANDARD OIL COMPANY

(Incorporated)
San Francisco, Cal. San Jose, Cal. Stockton, Cal. Marysville, Cal.
Los Angeles, Cal. Sacramento, Cal. Portland, Ore. Seattle, Wash.
San Diego, Cal. Tacoma, Wash.

THINGS ELECTRICAL

When it comes to anything in the electrical line you will find our stock complete in every respect.

Our line of Automobile Batteries will surprise you.

We are agents for "FANSTEEL" Electric Irons, which are the best in the market today.

We cheerfully give estimates on all kinds of wiring and fixtures, and would like to serve you.

Honolulu Electric Co. Limited

Emmeluth Bldg. King & Bishop Sts.
PHONE 3095

SOY BEAN MEAL

IS A MEAL MADE AND PRODUCED IN MANCHURIA. IT IS THE BEST FOOD FOR POULTRY AND STOCK. IT FATTENS WHERE EVERYTHING ELSE HAS FAILED. FOR BOOK-LET ON SYSTEMATIC FEEDING AND THE VALUE OF SOY BEAN MEAL, SEE

Y. TAKAKUWA

NUUANU ST., BELOW KING.

CHARLES R. FRAZIER GIVES A B C OF OUTDOOR ADVERTISING; AUXILIARY TO OTHER FORMS

Says Brainier Advertisers wish To Use All Mediums to Reach Public

A Talk Before The Honolulu Ad Club, Given By Chas. R. Frazier, Thursday, September 5, 1912. Young Rathskeller.

It is my intention to give in this paper the A B C of outdoor advertising so that those who may be interested in the subject may gain some idea of the method of handling and its various functions.

Outdoor advertising embraces all forms of advertising done out of doors, from the small sign tacked along a country roadside to the immense electric signs that constitute the great white way along Broadway in New York. Our own territorial law regulating outdoor advertising defines it as follows:

Section 1. The term "outdoor advertising" as used in this Act shall include all advertising so displayed as to attract the attention of persons on any public highway or while in a vehicle of a common carrier, or in any station, public building, park or other public place, whether such advertising be by means of printing, writing, painting, pictures or a combination thereof, and whatever be the means of display, except that it shall not include advertising located upon private property and relating exclusively to the business conducted on such property or the sale or rental thereof.

In the common acceptance of the term outdoor advertising is roughly divided into billposting, painted bulletins, painted walls and street car advertising. As the street car company here has not yet adopted the idea of displaying clever advertising cards in its cars which is so popular on the mainland we need not consider that method at this time.

From the advertisers' standpoint outdoor advertising is usually considered auxiliary to other forms of advertising, as in but few instances can billboards be made to contain sufficient text to compare in argumentiveness with newspapers and magazines. The function of the billboard, however, is entirely different from the newspaper and magazine and while it is true that the billboard can not take the place of the other media it is also true that the billboard possesses certain advantages in other points that cannot be found in newspaper or magazine advertising. Therefore it should be clear to any advertiser that to get the great results from his advertising he must consider which medium best serves his particular line of goods or study out a combination of different forms.

Magazines and newspapers will hardly ever cease to be the most important advertising mediums, but most large advertisers use all the mediums in the proportion which their judgment or experience decides is best. There are noteworthy instances in which great successes have been attained by the use of outdoor advertising alone. Among these is the Heinz Company whose phrase "One of the 57 Varieties" is so well known. This company until recently, used billboards and street car advertising alone supplemented by immense electric signs and utterly ignored magazines and newspaper advertising. A great many of the most prominent successes of the day began their careers with outdoor advertising because of its cheapness compared to other mediums and gradually embraced newspaper and then magazine advertising as their business grew.

While one generally hears the term "billboard" applied to nearly all forms of outdoor advertising, to the outdoor advertiser there is not only a difference in size but a difference in function. He uses the term "bulletin" which he applies to boards that are painted. The copy on bulletins can not be so readily or inexpensively changed as the copy on billboards. For this reason space on bulletins is usually sold by the year.

Billboards are for paper posters or "bills" as they are called. Because posters can be readily posted or removed, an advertiser can through the medium of "billboards" conduct a campaign with announcements having timeliness and quick succession of interest.

Another difference between the bulletin and billboard is in the character of the picture that appears upon it. The bulletin depends upon the skill or lack of skill of the individual painter who paints it. The poster, however, is usually made by an excellent artist and faithfully reproduced by a fine lithographer. Some of the posters are really artistic. Many of you will remember the "Budweiser" posters displayed in Honolulu last year. These posters depicted pioneers crossing the plains, Indians, Mississippi river boats, and other scenes which were admired by people of artistic taste. Another very good poster more recently displayed was that advertising "Carnation Milk."

Akin to the bulletin board is the wall sign. That all these mediums afford excellent display is shown by the reproductions of the different forms used by the Pacific Coast Milk Company in advertising "Carnation Milk." Notwithstanding our claims to popular intelligence and notwithstanding our system of free education, there is a large proportion of the population in every city that seldom reads a piece of periodical literature. The minds of these people are keenly receptive to impressions created by outdoor advertising. This is especially true respecting Honolulu where we have a most cosmopolitan mixture of population. For any article that has a general sale in this community such as "Bull Durham" smoking tobacco, "Primo Beer," and "Carnation Milk," a careful examination of the various ad-

vertising mediums at one's disposal would readily convince him that outdoor advertising has great advantages over other mediums in these particular cases. Particularly effective is outdoor advertising as an aid to the traveling salesman who is introducing a new line of goods, for if the neighborhood of stores is posted a few days prior to his arrival, the merits of his goods are felt. Not only is the trade impressed, but the dealer also, and the salesman finds the way already paved to placing his goods.

Not only does the billboard reach the class that does not often read newspapers and magazines, but it reaches those who are too busy with their own affairs and those who are deeply engrossed in business or pleasure to read ordinary advertising. Before these the outdoor advertiser flashes a sentence in unexpected places of the highways and country highways or the city streets so that "He who runs may read."

In achieving its objects some of the advantages over other methods of advertising are as follows: First, may be mentioned the huge display it makes possible and its consequent conspicuousness. You simply cannot get away from it. Consciously or otherwise, it burns its way into your mind. It appeals to the masses and the classes alike. No matter what one's political persuasion or religious faith, or which newspaper he reads, if he goes out of doors at all he is likely to see the outdoor advertising. The possibility of reproducing a name or a trademark or a picture of the article itself in colors and in mammoth size tends to impress it on the mind in an uncommon way and with great force. One of the most important advantages of outdoor advertising is the opportunity it offers for the use of colors. Colors are agreeable to the eye, and they command attention. The advertiser who fails to utilize the full possibilities of color in posters misses a great opportunity.

The chief limitation of outdoor advertising is, as before stated, its necessary brevity and limited facility for argument.

One of the most successful advertisers on the billboards is the recruiting division of the United States Government. Only twenty years ago a common slur on the personnel of the United States navy was that it was a navy of foreigners. And there was much justice in this expression, too. At that time men for the navy were recruited in various seaport towns and a very undesirable arrangement was enlisted. The recruiting office then began to advertise in interior towns throughout the country, using attractive posters on the billboards. This advertising has been carried on ever since and has been so successful that all Americans now feel a just pride in the character and efficiency of the country boys who now constitute the bulk of our "boys in blue." I have here one of the posters used by the navy to attract young men to enlistment.

So successful was the navy in its poster advertising that the same method was used by the Army. I also have some copies of the Army poster, but they are so much larger than the navy poster that I have not room to display them. Miniatures of the Army poster are shown in this book.

Posters also usually take a very prominent part in political campaigns. In England a couple of years ago in the great contest between the House of Lords and the Commons both sides appealed to the people in a flood of posters. The managers for President Taft made use of mammoth posters throughout the country prior to the recent Republican Convention, as did Governor Wilson in his campaign in New Jersey.

Without going into the respective merits to be obtained, posting it is the cheapest medium for local advertising. The cost per town is less than any substantial sort of campaign can be conducted for in any other medium. As few advertisers in Honolulu know the standard by which posters are measured, a few words of explanation will not be out of place at this point. Posters are measured by sheets, the standard size being 28 x 42 inches, which includes a white margin for overlapping. An eight-sheet poster, therefore, consists of eight 28 x 42 inch sheets placed in two rows four sheets high and occupies a space on the boards approximately 7 x 9 1/2 feet. To this is added by the billposter a strip of blank paper of seven inches or each side separating it from other posters and the bottom is also blanked six inches giving the poster a display space of 8 x 10 feet.

The cost of displaying a poster of this size in Honolulu for one month is \$1.12. I have prepared a diagram illustrating the sizes of posters in most common usage.

Now a word in regard to the Poster Advertising Association to which poster men in all important cities and towns belong. It was only a very few years ago when there was absolutely no organization to the poster advertising business. This was a very serious handicap to the advertiser who wished to make a nation wide campaign for his product. In many towns the posting was in the hands of the man who ran the theater or one of his employees and it was impossible to get any data regarding the number of billboards, the cost and the likelihood of getting a display. Now, through the organization of the poster men, all this is changed. Out of chaos has come system and the advertiser can now take up this little book and find complete information of the number of billboards in each city or town in the United States and Canada, the price of posting and the rating of the service. Also he can be assured of obtaining prompt and reliable service, for if the billposter fails to give him such he is promptly disciplined for his inattention to business.

Not only has the business of billposting been systematized under the guidance of the Poster Advertising Association, but methods have been greatly improved. It is only a very few years ago when the billposter was content with having a few stands, or boardings as they call them in England, made of rough lumber and for the bulk of his posting he used sides of walls in alleyways and such spaces as he could find convenient. Now all this is changed. If you will take a look at the billboards in Honolulu you will note that the surface is made of iron. The billboard is capped on the top and sides with dressed 3 x 6 lumber, painted to look neat. This capping serves to keep the rain and wind from destroying the poster before its time and also gives the billboard a finish. The rear structure of the boards is substantial and is designed by a competent engineer to withstand a wind pressure of a gale blowing eighty miles an hour. The blanking used between the posters is another new regulation of the Poster Advertising Association. All this makes for greater efficiency for the advertiser. The association also passes censure on the character of posters displayed on the boards of its members. As an indication of the influence such action can have the refusal to post paper for such plays as "Why Women Sin," "Why Girls Leave Home," "Queen of the White Slaves" and other similar plays caused theatrical managers to withdraw these plays all over the country.

As the manager of a store determines the policy of his establishment and decides whether to sell, carry a stock of cheap or of the better class of goods, just so, some years ago, fixed certain policies as to the character of the advertising I would display on the billboards under my control in Honolulu. And I have kept to this policy ever since. Little over a year ago when a territorial law was passed licensing outdoor advertising, finding myself the only one likely to take out a license, I added to this policy the refusal to tack small signs indiscriminately about the city and there have been none of these signs tacked up since, except on stores selling the goods advertised, which tacking is excepted under the law.

Now to conclude. The billboard's place in the general scheme of publicity is generally considered a supplementary form to be used in connection with other forms of advertising, although the billboards quite often meet all the requirements of particular products. Its main value comes in driving home the name of an article or establishing a trade mark. And that this is a very important consideration in advertising I have only to ask you to look back on what you know about some things. For instance: What do you know about Noah? He built an ark. You can't think of one without thinking of the other. Jonah: "The whale swallowed Jonah." Nero: "Fiddle while Rome burned." Sir Walter Raleigh: "Spread his cloak for the Queen to step on." George Washington: "I cannot tell a lie." Teddy Roosevelt: "My hat's in the ring." General Sherman: "War is Hell." Kodak: You press the button we'll do the rest. Ivory Soap: "It Floats." Cascarets: "Work while you sleep" and so on. Every article has some point to emphasize and while you have not learned all the foregoing from billboards, they illustrate very well the best function of the billboard. The constant reading of the advertiser's message whether one is hurrying through the busy thoroughfares of a big city, motoring through the country or riding in railroad cars—the persistent, insistent repetition makes the phrase part of one's subconscious knowledge. The billboard is always on the job, the faithful servant of the man who pays the bill, carrying its messages patiently, pleadingly, day in and day out, year in and year out. Some years ago I placed on King street a sign board with this phrase "Don't be a Pelican—Drink Primo Beer." The legend seemed to catch on and was quoted for several years after the sign was painted out. There was only one sign, but it shows how the repetition of seeing it every day for a year drives its message home.

Gentlemen, I thank you for this opportunity to tell you some of the phases of outdoor advertising.

KITCHEN SCISSORS

A pair of scissors in the kitchen is of invaluable assistance. How few women can slice off the slippery rind of bacon. With scissors every morsel can be quickly pared away without a vestige of waste. In cutting off the legs of a lobster, in breaking open the claws and cutting through the tail, the scissors will do the work well. In preparing vegetables they are indispensable. Try them in cutting the roots from spinach, trimming rusty lettuce leaves, shaping flowerets of cauliflower and cutting up asparagus. Dice up the pineapples with them, cut up the meat and fish for salads, and remove the veins from shrimps.

SAUTED EGGPLANT WITH GRAVY. If gravy is desired add a half cup of milk and the same quantity of water, dissolving a half teaspoon of flour in it before pouring over the eggplant, when the vegetable is nearly done. Cook it in this until ready to serve.—San Francisco Call.

BRO. BENJAMIN COUGH REMEDY

For Cough, Croup and Lung Trouble. Great for Sore Throat, Whooping Cough, etc. Price 50c.



CASTORIA

for Infants and Children.

Physicians Prescribe Castoria.

CASTORIA has met with pronounced favor on the part of physicians, pharmaceutical societies and medical authorities. It is used by physicians with results most gratifying. The extended use of Castoria is unquestionably the result of three facts: 1st, The indisputable evidence that it is harmless; 2nd, That it not only allays stomach pains and quiets the nerves, but assimilates the food; 3rd, It is an agreeable and perfect substitute for castor oil. It is absolutely safe. It does not contain any opium, morphine, or other narcotic and does not stupefy. It is unlike Soothing Syrup, Bateman's Drops, Godfrey's Cordial, etc. This is a good deal for a medical journal to say. Our duty, however, is to expose danger and record the means of advancing health. The day for poisoning innocent children through greed or ignorance ought to end. To our knowledge, Castoria is a remedy which produces composure and health, by regulating the system—not by stupefying it—and our readers are entitled to the information.—*Half's Journal of Health.*

The signature of Dr. H. H. Fletcher

"Your Castoria stands first in its class. In my thirty years of practice I can say I never have found anything that so filled the place."
WILLIAM BROWN, M. D.,
Cleveland, Ohio.

"I have used your Castoria in the case of my own baby and find it pleasant to take, and have obtained excellent results from its use."
S. A. BUCHANAN, M. D.,
Philadelphia, Pa.

"I take pleasure in recommending your Castoria, having recommended its use in many instances, and consider it the best laxative that could be used, especially for children."
NATHANIEL K. KING, M. D., St. Louis, Mo.

"I have used your Castoria and found it an excellent remedy in my household and practice for many years. The formula is excellent."
H. J. TAYLOR, M. D.,
Brooklyn, N. Y.

"I find your Castoria to be a standard remedy. It is the best thing for infants and children I have ever known and I recommend it."
R. B. REED, M. D.,
Ottawa, Ont.

"Having during the past six years prescribed your Castoria for infantile stomach disorders, I can heartily commend its use. The formula contains nothing deleterious to the most delicate of children."
J. B. ELLIOTT, M. D., New York City.

Children Cry for Fletcher's Castoria.

In Use For Over 30 Years.

KRYPTOK LENSES



Why Look Older Than You Are?

The gentleman to the right of the reader (sketched from life) is wearing old style or pasted double-vision lenses. The lines of the reading wafers are noticeably prominent and he has difficulty in adjusting his eyes to the lenses. The cement used to join the two lenses has become clouded and has made his glasses myopic.

The two figures to the left (sketched from life) are wearing Kryptok double-vision lenses. There are no seams on these glasses, because the reading lenses are fused invisibly within the distance lenses. The latter two persons are at ease, look dignified and comfortable.

Alfred D. Fairweather

Manufacturing Optician

FORT STREET HARRISON BLOCK.

Where Cleanliness Counts

Pau ka Hana

Is Best Known

Honolulu Soap Works